



City of Santa Barbara
Planning Division

Memorandum

DATE: October 15, 2018

TO: Historic Landmarks Commission

FROM: David Eng, Planning Technician II

SUBJECT: Appeal of Sign Committee's Approval of Signs at 700 State Street

APPEAL REQUEST

On September 24, 2018, an "Appeal to the Historic Landmarks Commission of the Approval of a Sign Permit in El Pueblo Viejo," was filed by Ms. Virginia Rehling (Attachment 1). In her letter, Ms. Rehling cites inconsistency with El Pueblo Viejo Design Guidelines (Attachment 2) as the basis for appealing the Sign Committee's recent approval of sign application SGN2018-00084 (Attachment 2). The applicant, ASI Development, submitted a sign application for a new 7-Eleven convenience store at 700 State Street. Ms. Rehling is requesting that the Historic Landmarks Commission review the sign application, paying particular attention to a band of multi-colored stripes that are proposed across one of the storefront windows.

PROJECT BACKGROUND

On August 21, 2018, the applicant submitted an application for new signage for 7-Eleven at 700 State Street. In response to staff comments, the applicant submitted a revised proposal that the Sign Committee subsequently reviewed and approved on Conforming Review, on August 28, 2018. This proposal comprises an 11.9 square foot reverse channel letter wall sign and 4.0 square foot non-illuminated wood blade wall sign on a new aluminum bracket that will be painted with a bronze finish. It also includes a 3.19 square foot non-illuminated ATM sign to be hung from the interior of the window frame, a pair of 0.25 square foot vinyl logos flanking the front door, and a banded stripe across the front window. A total of 19.59 square feet of signage is proposed for the tenant space.

Staff determined that the proposal did not conflict with the Sign Committee Sign Review Guidelines for El Pueblo Viejo and that the proposed signage is pedestrian in scale and of acceptable materials. The proposed window stripe, part of the 7-Eleven brand identity, meets the Sign Ordinance's definition of a sign and, at seven inches tall, was of a modest enough size to serve as a suitable accent. It was staff's opinion that the overall proposal

was consistent with the Guidelines and could be reviewed on Conforming Review per the Conforming Sign Review Criteria listed in SBMC Section 22.70.050.E (Attachment 3).

Sign Committee member Jaime Limón reviewed and approved the sign application on August 28, 2018. As the full Sign Committee meeting of that date was cancelled, staff announced the Conforming Review approval of the 7-Eleven sign proposal at the next meeting of the Sign Committee, on September 11, 2018.

Ms. Rehling submitted her timely appeal of the Sign Committee's action on this sign application on September 24, 2018. Although the focus of her appeal is on the multi-colored window stripe and its consistency with the Sign Committee Sign Review Guidelines for El Pueblo Viejo the entire application is to be reviewed by the Historic Landmarks Commission. Consideration of Ms. Rehling's appeal is scheduled for the meeting of the Historic Landmarks Commission on October 17, 2018, and is within the 28-day timeline specified in the Municipal Code for taking action on the sign appeal.

STANDARD FOR REVIEW

The standard for review for this sign application is the Sign Review Criteria listed in SBMC Section 22.70.050.G. (Attachment 4). The criteria include proportionality and visual consistency with the architectural character of the building; not constituting needless repetition, redundancy or proliferation of signing; legibility under normal viewing conditions; not obscuring from view or unduly detracting from existing signing; harmony with the character of a residential area that said signage is located in, adjacent to, or near; compatibility of size, shape, color, and lighting with the building the sign identifies and with the area in which it will be located; and if the sign is to be located in El Pueblo Viejo Landmark District, compliance with the requirements of SBMC Section 22.70.040.B (Attachment 5) and with the required architectural style described in SBMC Section 22.22.104 (Attachment 6).

Appeal to Historic Landmarks Commission
of the Approval of a Sign Permit in El Pueblo Viejo

700 State Street
7-Eleven Store
SGN2018-00084



Dear Chair LaVoie and Historic Landmark Commissioners:

Pursuant to Santa Barbara Municipal Code ("SBMC") section 22.70.050 (J), I wish to appeal the above-referenced sign permit for the planned new 7-Eleven Store on State Street.

As the Historic Landmarks Commission ("HLC") is aware, the City Charter gives the HLC authority over all exterior changes within El Pueblo Viejo. See City Charter, Section 817 (attached to **Exhibit A**, a letter analyzing the Sign Ordinance and City Charter Section 817 as applied to El Pueblo Viejo).

The Sign Ordinance, SBMC section 22.70.050, as amended in 2017 by Ordinance 5791, delegates initial review of proposed signs within El Pueblo Viejo, to the Sign Committee as assisted by City staff. No ordinance may conflict with the City Charter, which functions as our City's Constitution. Therefore, the delegation of HLC authority to the Sign Committee and City staff by Ordinance 5791 is only valid insofar as Sign Committee and City staff decisions on signs in El Pueblo Viejo are appealable to, and reversible by, the HLC.

This principle is reflected in Ordinance 5791, which provides:

"Any action of the Sign Committee *or of the Division staff* may be appealed . . .". (SBMC 22.70.050 (J) (1) (emphasis added)).

I have filed this appeal because I believe this 7-Eleven sign permit in the heart of El Pueblo Viejo may not be consistent with El Pueblo Viejo design guidelines. I feel sure that the HLC will give this sign a full and fair evaluation, applying EPV guidelines. Rather than "argue" against the sign, I prefer to think of my appeal as my providing the HLC with the opportunity to review this 7-Eleven signage about which it might otherwise have no say. Since this is an appeal, technically I have to say I am "against" this sign permit as approved. Clearly

I have concerns. However I defer to the Commission's superior judgment as to the appropriateness of the various signage within this permit. Signs are fairly simple projects, which require only a brief study for Commissioners to understand fully, so I will not argue non-appropriateness point by point.

I *do* hope that the Commission, while reviewing this application, will at least consider the appropriateness of the multi-colored stripes across the storefront window, which were approved as part of this sign permit. I respectfully question whether this element of this sign permit, in particular, is appropriate for El Pueblo Viejo. I question as well whether multi-colored stripes in windows, without text or logos, are actually "signs." And I question whether such multi-colored stripes across a window in El Pueblo Viejo should be eligible for "conforming review" which is supposed to be reserved for signs that "clearly comply."

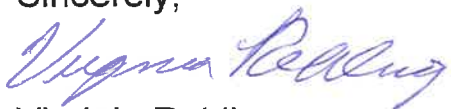
"Conforming review" was the process followed here. As the attached **Exhibit B** indicates, in conforming review, staff and a single Sign Committee member review a sign application, and then the decision is "ratified by full Committee."

The public only learns of such "conforming" sign permits, when they are announced for ratification at a meeting of the full committee. Here, that announcement occurred on September 11, 2018. See attached **Exhibit C**, 9/11/18 minutes.

This appeal is timely filed. The tenth day following 9/11/18, was Friday, 9/21/18. However, the Community Development Department, and the City, were closed on that date. This appeal has been filed timely on the next business day thereafter, Monday, September 24, 2018.

Thank you for your consideration of this Sign Appeal.

Sincerely,



Virginia Rehling
1305 Anacapa Street
(805) 966-9090
virginiarehling@gmail.com

Exhibit "A" to Appeal of 7-Eleven Sign Permit

Public Comment City Council 5.23.17 Agenda Item 12

Virginia Rehling, 1305 Anacapa Street

Re: Item 12, Re-Establishment Of The Sign Committee

Mayor Schneider and City Councilmembers:

Just a note in defense of the Historic Landmarks Commission (HLC) jurisdiction over El Pueblo Viejo (EPV). I am concerned that the ordinance proposed today impermissibly carves a slice from the HLC's charter-mandated authority over EPV. I respectfully request that the City Attorney advise you on this matter, because if my concern is correct, the ordinance proposed today would be void.

The original 1967 Charter, in Section 800, gave City Council authority to create and revise non-charter advisory boards and commissions, so long as their "powers and duties . . . are consistent with the provisions of this Charter."

In 1993 however, the voters enacted Section 817 of the Charter. The plain language of Section 817 gave the HLC the "power and duty" to "[r]eview and approve, disapprove, or approve with conditions, plans for exterior alteration . . . or construction of or on . . . any structures or real property within El Pueblo Viejo Landmark District" See Ex. A, attached. This inescapably includes signs.

The 1993 enactment of Section 817 was later, and more specific, and it therefore limits the City's authority under the earlier, general Section 800.

For example, after Charter Section 817 was enacted, it would no longer be "consistent with the provisions of this Charter" for the City to create or modify an advisory committee and give *it* (instead of the HLC), authority over exterior alterations within EPV. But that is exactly what this ordinance does.

As was made clear to the HLC members by Mr. Limon in an April 19th presentation, under this ordinance, the HLC will have *no* authority to disapprove construction of any sign within EPV, no matter how objectionable. The sole exception, an appeal being filed by the "applicant" or by an "interested person," is far short of a cure for this divestment from the HLC of all rights to review or to disapprove of any other sign application within EPV. Nor does making one member of the HLC an "alternate" in case of Sign Committee absences, suffice to reconcile this ordinance with City Charter Section 817.

I believe that this conflict with the Charter could be easily fixed; for example it would suffice simply to add a clause that the HLC may call up any sign application within EPV for HLC review on its own motion, within a limited time after initial approval. I defer to the City Attorney's capable advice on the issue I have raised.

Thank you for your consideration of my concerns.

Sincerely,
Virginia Rehling
1305 Anacapa Street

Exhibit "A" to Appeal of 7-Eleven Sign Permit

EXHIBIT A TO 5/23/17 COMMENT -- CITY CHARTER SECTION 817

Section 817. Historic Landmarks Commission. Powers and Duties.

There shall be an Historic Landmarks Commission consisting of nine (9) members. Commission members shall have demonstrated knowledge of the history and architecture of the City of Santa Barbara. Notwithstanding Section 802 of this Charter, up to four (4) members of the Commission need not be electors of the City, and may be non-residents. At least two (2) members shall be licensed architects, one (1) member shall be a professional architectural historian, and one (1) member shall be a licensed landscape architect. In addition, there shall be one or more members who may not qualify for the above categories and who shall represent the public at large.

The Historic Landmarks Commission shall have the power and duty to:

(a) Recommend to the City Council that certain structures, natural features, sites or areas having historic, architectural, archaeological, cultural or aesthetic significance be designated as a Landmark;

(b) Designate certain structures or objects having historic, architectural, archaeological, cultural or aesthetic significance as Structures of Merit;

(c) Review and approve, disapprove, or approve with conditions, plans for exterior alteration, demolition, relocation, moving, or construction of or on (1) any structures or real property within El Pueblo Viejo Landmark District, (2) any structures or real property within any designated Landmark District, (3) any additional property authorized by action of the City Council; (4) a designated Landmark. The area described in Section 22.22.100 of the Santa Barbara Municipal Code as it exists at the time of this amendment shall comprise El Pueblo Viejo Landmark District. Its boundaries may be expanded by the City Council through the adoption of appropriate ordinances. Any applicant may appeal in writing to the City Council from any action or decision of the Historic Landmarks Commission, whereupon the City Council may approve, conditionally approve or disapprove such application and the decision of the City Council shall be final. Any structure, natural feature, site or area owned or leased by any public entity shall not be subject to the provisions of this Section with the exception of those owned or leased by the City unless the City Council determines in its discretion that such review is unnecessary;

(d) Perform such other functions or duties, not inconsistent with this Charter, as may be prescribed by ordinance. (Approved by election held November 2, 1993; effective November 29, 1993.)

Exhibit "A" to Appeal of 7-Eleven Sign Permit



Exhibit "B" to Appeal of 7-Eleven Sign Permit

City of Santa Barbara

SIGN REVIEW PROCESS

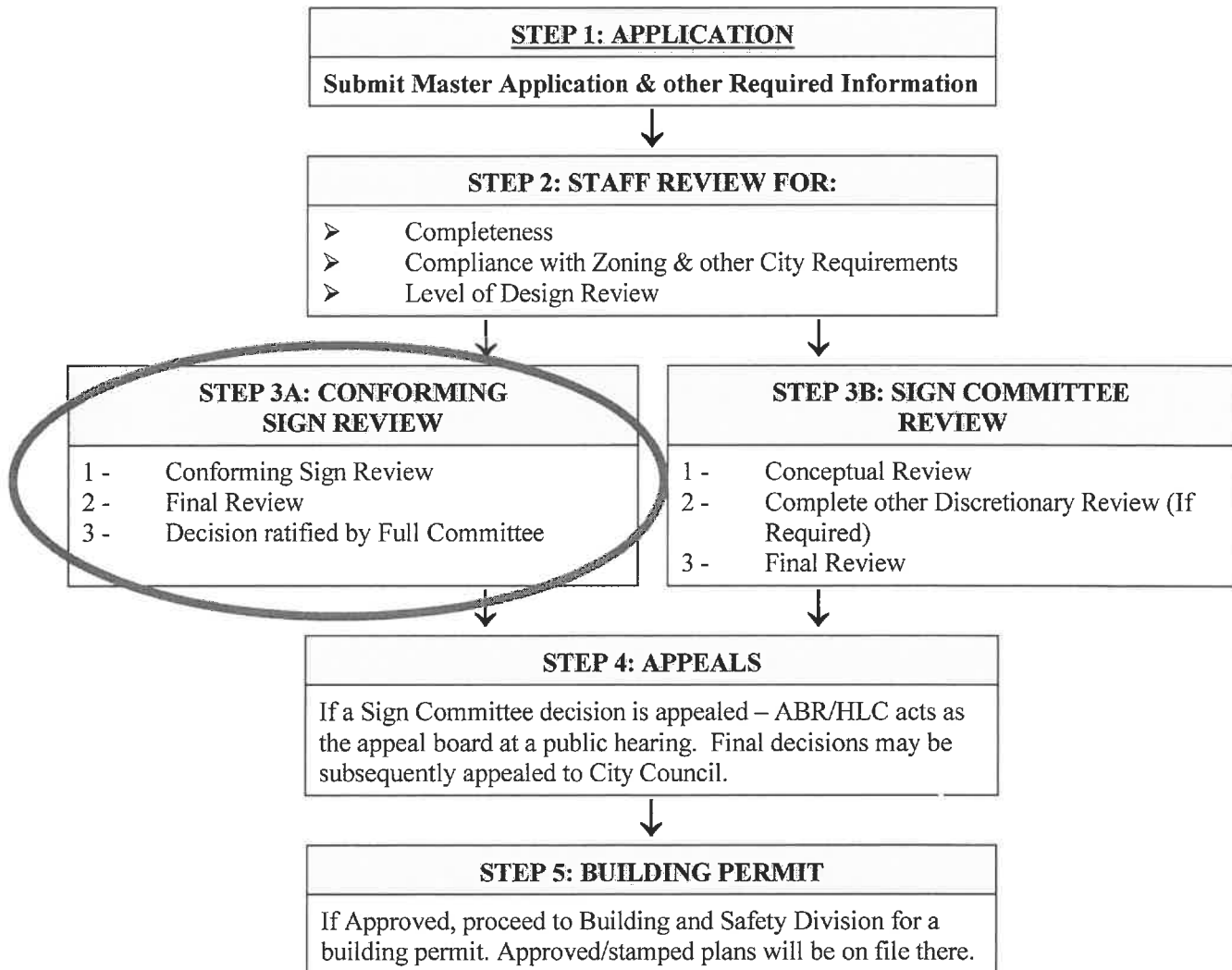


Exhibit "B" to Appeal of 7-Eleven Sign Permit

Exhibit "C" to Appeal of 7-Eleven Sign Permit



City of Santa Barbara

SIGN COMMITTEE MINUTES

→ **SEPTEMBER 11, 2018**

9:00 A.M.

David Gebhard Public Meeting Room
630 Garden Street
SantaBarbaraCA.gov

COMMITTEE MEMBERS:

Ken Sorgman *Chair*
Jaime Limón *Vice Chair*

ALTERNATES:

Bob Cunningham (ABR)
Michael Drury (HLC)

STAFF:

Irma Unzueta, Design Review Supervisor
David Eng, Planning Technician
Heidi Reidel, Commission Secretary

CALL TO ORDER

The meeting was called to order at 9:00 a.m. by Vice Chair Limón.

ATTENDANCE

Members present: Limón and Cunningham

Staff present: Eng; Mia Martinez, Administrative Supervisor; and Krystal Vaughn, Senior Commission Secretary

GENERAL BUSINESS

A. Public Comment:

No public comment.

B. Approval of Minutes:

Approval of the minutes of **August 14, 2018** was continued to the next Sign Committee meeting of September 25, 2018.

C. Listing of approved Conforming Review signs from **August 14** through **September 11, 2018**:

Lighthouse Coffee	1819 Cliff Dr	Final Approval as submitted.
Thai Massage	3204 State St	Final Approval as submitted.
World of Halloween	701 State St	Final Approval as submitted.
Chevron/Pump.Eat.Drink	401 W Montecito St	Final Approval as submitted.
Urban Grow	611 E Gutierrez St	Final Approval with conditions.
→ 7-Eleven	700 State St	Final Approval as submitted.
Serenity House	930 Miramonte Dr	Final Approval with conditions.

Exhibit "C" to Appeal of 7-Eleven Sign Permit

City of Santa Barbara - Sign Committee Approval
Construction and installation of this sign requires a building permit and the additional Building and Safety approval stamp on this plan. Date: 8-28-18 By: DCE (staff)

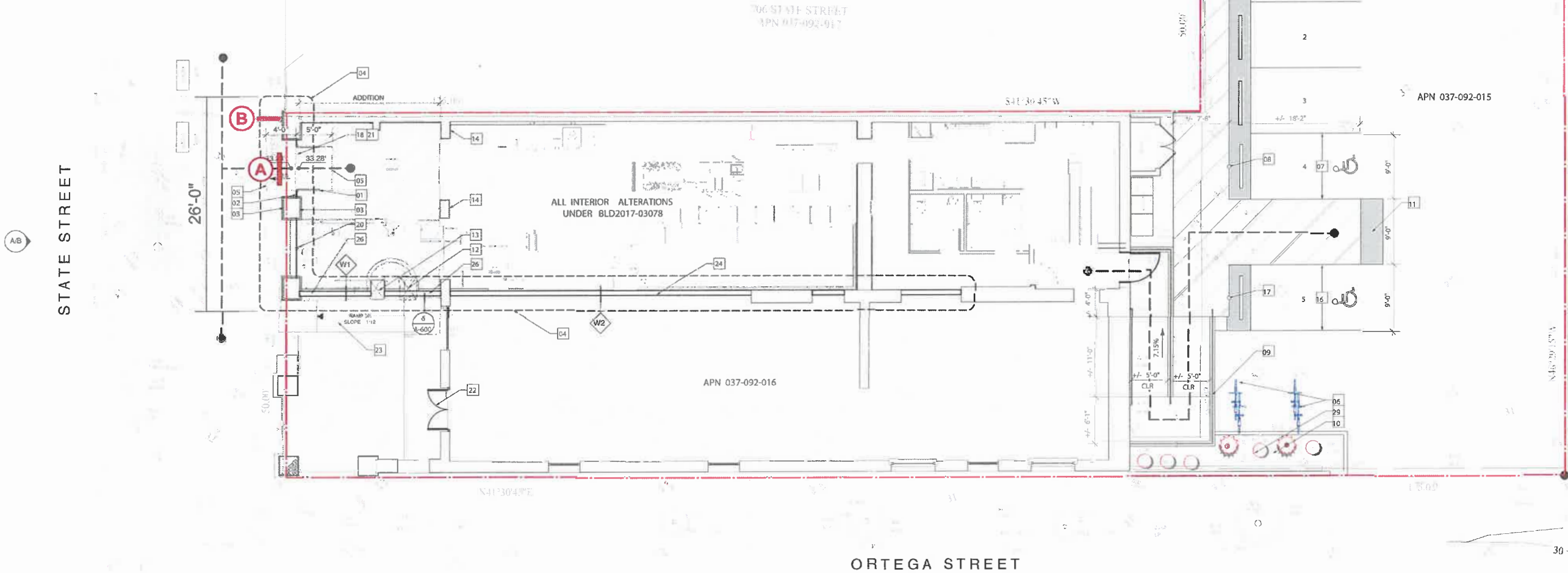
Approved by: ☐ Full Committee ☒ Conforming
Final Approval: ☒ As submitted ☐ With Conds

RECEIVED
AUG 23 2018

CITY OF SANTA BARBARA
PLANNING DIVISION



08/22/18



- A** Reverse Channel Letters
- B** Non-Illuminated Blade

Floor Plan
1/16"= 1'-0"

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sign of the future

5300 Shad Road, Jacksonville, FL 32257 • 904.268.4681
2301 Ohio Dr, Plano, TX. 32257 • 972.905.9450



7-Eleven #38318 (1040213)
700 State Street
Santa Barbara, CA 93101

SVE5857-R4

F:\Customers\7-Eleven\Art
SVE5857-R4 #38318 (1040213).cdr

date:	rev.	description:	designer:
03.14.17	00	Original Concept	gh
07.27.17	R1	Add new floor plan to calculate code, arrange signs location	bw
07.31.17	R2	move location of blade sign	bw
08.16.18	R3	Update with new building elevations & revised the channel letters	bw
08.22.18	R4	Reduce logo/number height to 10"	gh

Salesperson: rg PM: rls Designer: gh Page: 1

customer approval date:



Complies with
UL 48
CSA C22.2 No.207

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08/22/18

NOTE: 7-ELEVEN EXCEPTION FORM TO BE COMPLETED PRIOR TO PERMITTING & MANUFACTURING

Square footage Calculations:	
Formula: 1 sqft per lineal ft. w/ 65 sqft. max.	
Max Letter Height: 10"	
NOTE: PROPOSED LETTER HEIGHT REQUIRES CITY REVIEW	
Allowed:	26.0 sqft
Total Proposed:	20.9 sqft

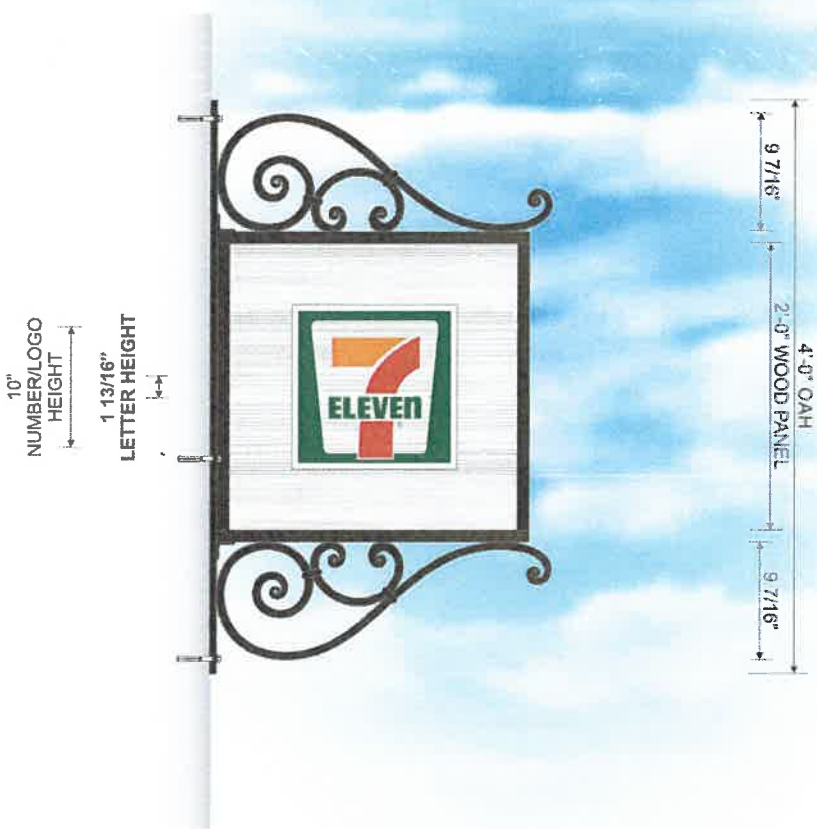
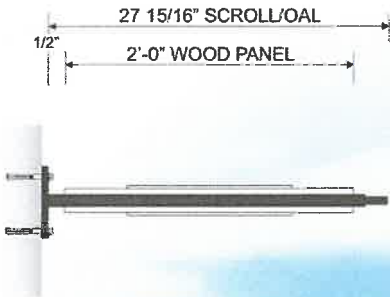
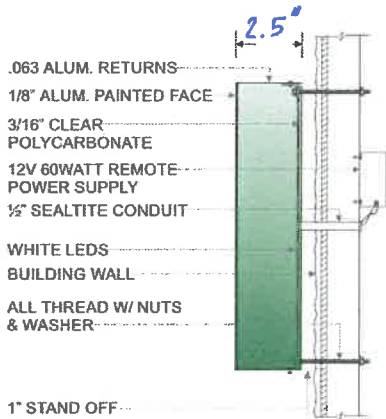


ONE (1) SET OF CUSTOM 10" REVERSE ILLUMINATED REMOTE MOUNTED CHANNEL LETTERS. 4" DEEP ALUMINUM RETURNS. 125 ALUM. FACES 3/16" THICK CLEAR POLYCARBONATE BACKS. LETTERS PAINTED PMS 021 ORANGE, PMS 485 RED, PMS 349 GREEN. LETTERS TO BE REVERSE ILLUMINATED W/ WHITE LEDS. "®" TO BE FCO DISK W/ 3M 7725-10 WHITE VINYL APPLIED FIRST SURFACE.

7-ELEVEN PAINT SPECS: PMS 021 ORANGE, PMS 485 RED, PMS 349 GREEN

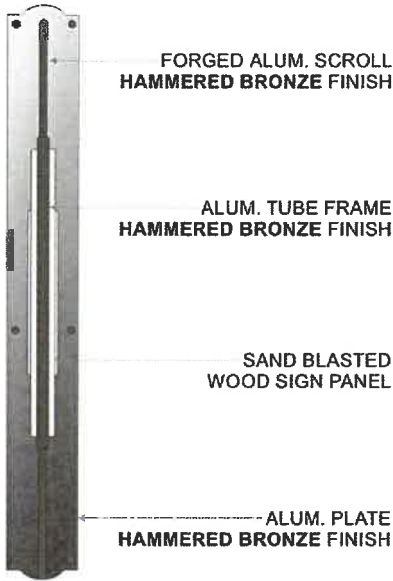


South West Elevation & Side Mounting Detail - CL18REV 18" Reverse Illuminated Remote Channel Letters - Sign A
1/2" = 1'-0" Display Square Footage: 11.9



MANUFACTURE & SHIP ONE (1) CUSTOM D/F NON-LLUMINATED BLADE SIGN.
FORGED ALUM. SCROLL BRACKETS, ALUM. FRAME W/ DECORATIVE ROUTED ALUM. PLATE ALL PAINTED W/ HAMMERED BRONZE.
2" THICK WOODEN SIGN SANDBLASTED WITH RAISED LETTERS
7-ELEVEN PAINT SPECS: PMS 021 ORANGE, PMS 485 RED, PMS 349 GREEN, WHITE, HAMMERED BRONZE

HAMMERED BRONZE
PANTONE 349C GREEN (VINYL 3M 3630-26)
PANTONE 021C ORANGE (VINYL 3M 3630-44)
PANTONE 485C RED (VINYL 3M 3630-33)



South East Elevation & Side Detail - Custom Blade Sign - Sign B
3/4" = 1'-0" Display Square Footage: 9.0

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SVE5857-R4

F:\Customers\7 Eleven\Art
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date:	rev.	description:
03.14.17	00	Original Concept
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08.16.18	R3	Update with new building elevations & revised the channel letters
08.22.18	R4	Reduce logo/number height to 10"

designer:
gh
bw
bw
gh

Salesperson: rg PM: ho Designer: gh Page: 2

customer approval date:



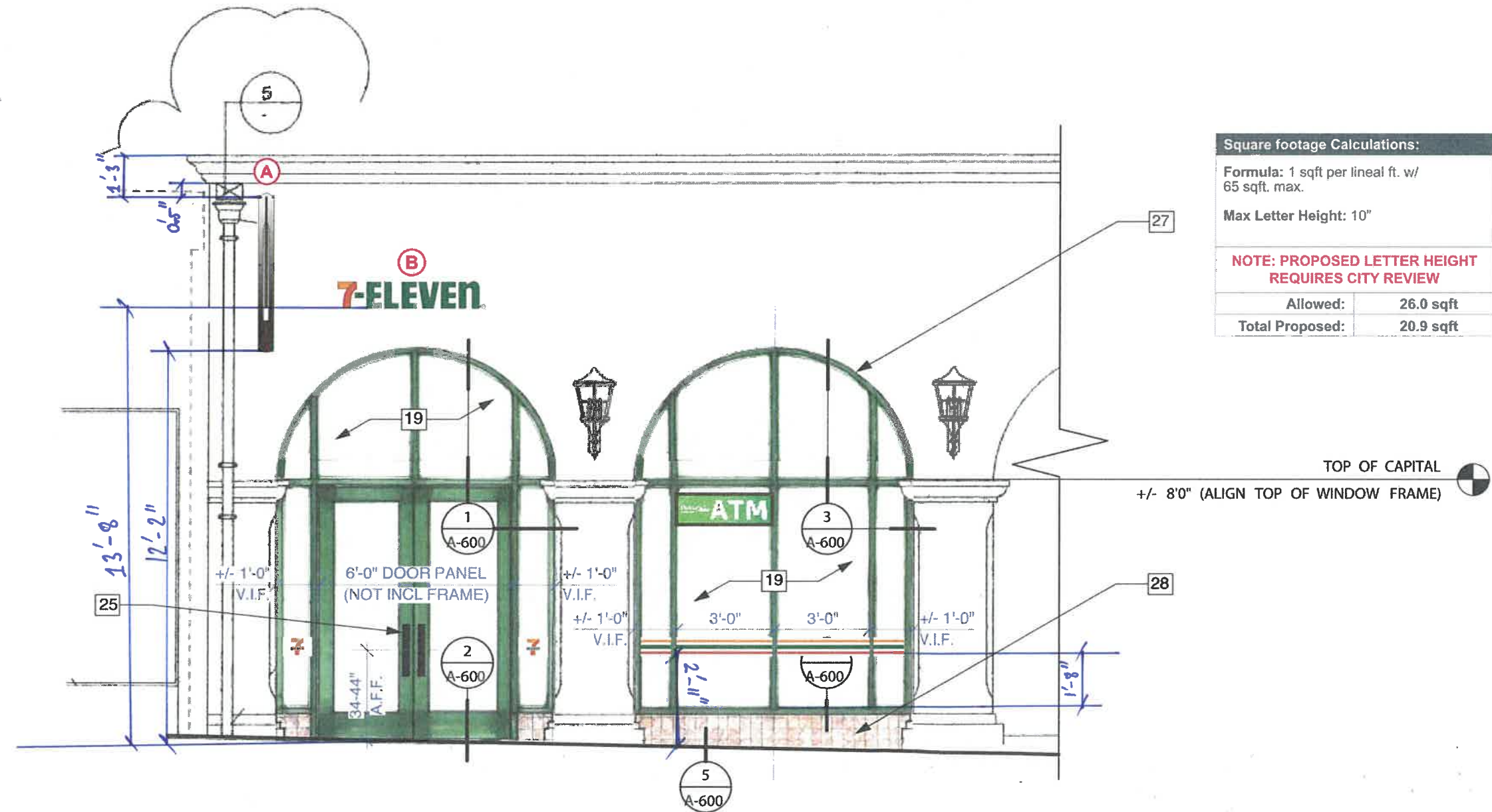
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08/22/18



Square footage Calculations:

Formula: 1 sqft per lineal ft. w/
65 sqft. max.

Max Letter Height: 10"

NOTE: PROPOSED LETTER HEIGHT
REQUIRES CITY REVIEW

Allowed:	26.0 sqft
Total Proposed:	20.9 sqft

Front Elevation - Sign A & B

1/4" = 1'-0"

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designer:
gh
bw
bw
gh

Salesperson: rg

PM: ho

Designer: gh

Page: 3

customer approval

date:



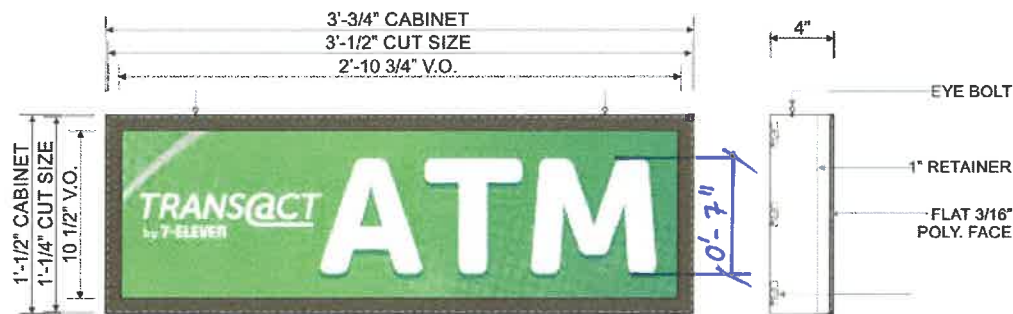
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08/22/18



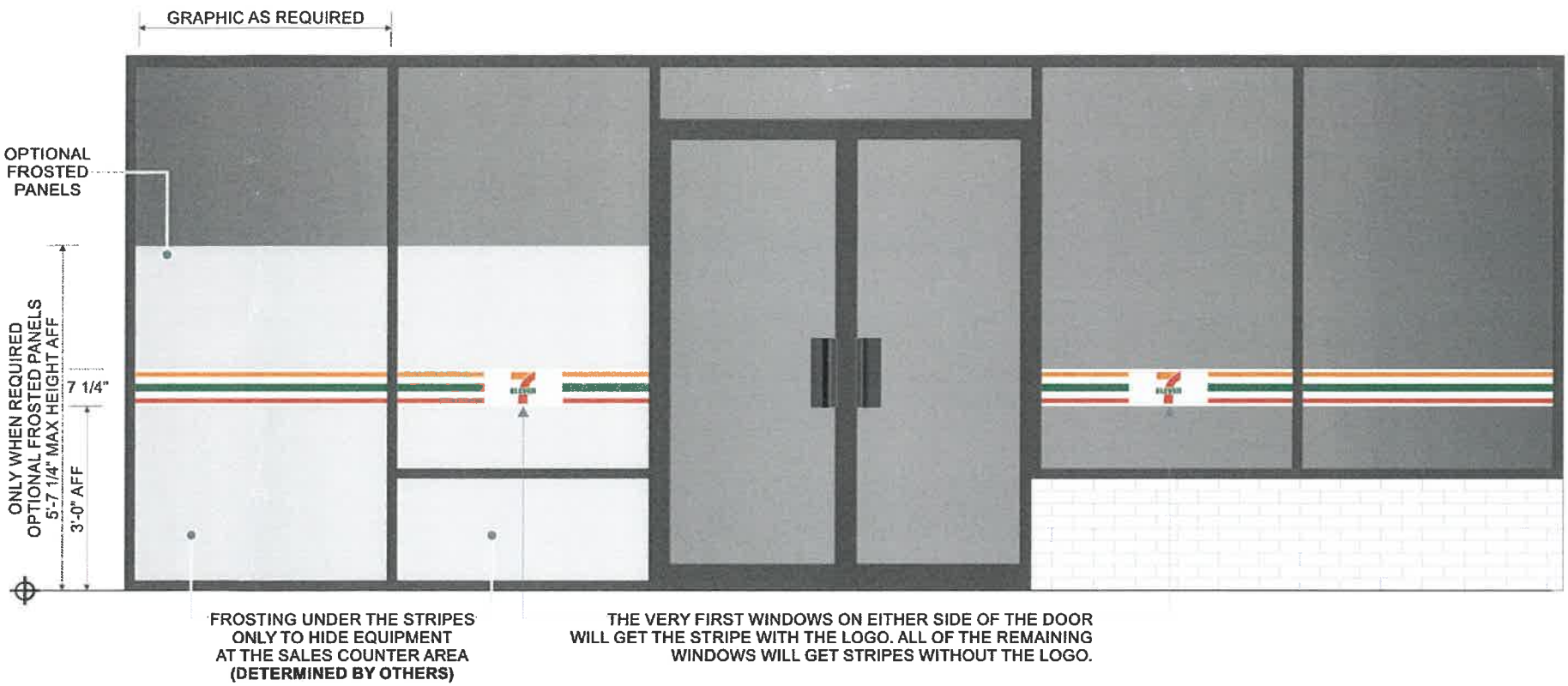
ONE (1) **INTERIOR ATM** NON-ILLUMINATED S/F WINDOW SIGN. 3/16" THICK FLAT WHITE POLYCARBONATE FACE W/ DIGITALLY PRINTED IMAGE VINYL TO BE APPLIED FIRST SURFACE. 4" DEEP ALUM. CABINET & 1" RETAINERS ALL PAINTED 313E DURANODIC BRONZE. SIGN TO HANG INSIDE THE STORE BEHIND GLASS AS INDICATED IN PHOTO OVERLAY WITH EYE BOLTS.

VINYL SPECS: DIGITALLY PRINTED IMAGE VINYL
PAINT SPECS: 313E DURANODIC BRONZE

NOTE: ATM SIGN TO BE FABRICATED & INSTALLED BY OTHERS
ATTACHED TO THE WINDOW FRAME

Front Elevation & Side Mounting Detail - ATM S/F Window Sign - Sign C

1" = 1'-0" Display Square Footage (Cabinet): 3.2



WINDOW VINYL GRAPHICS.
VINYL GRAPHICS TO BE APPLIED SECOND SURFACE ONTO DESIGNATED STORE WINDOWS.— *AFFIXED TO THE INSIDE OF THE WINDOWS*

NOTE: WINDOW GRAPHICS KITS TO BE PROVIDED AND INSTALLED BY OTHERS. NOT PART OF HARBINGERS SCOPE OF WORK.
NOTE: FOR FULL INSTALLATION INSTRUCTIONS, REFER TO 7-ELEVEN SIGNAGE MANUAL.

Front Elevation - Typical Window Vinyl Graphics - Sign D

3/8" = 1'-0"

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Salesperson: rg PM: ho Designer: gh Page: 4

customer approval date:



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MET
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ATTACHMENT 3

SBMC Section 22.70.050.E

E. CONFORMING AND CONSENT SIGN REVIEW.

1. Sign Conformance Determination. Applications for signs conforming to the Sign Ordinance and Sign Review Guidelines may be eligible for review and approval by the Chair or Vice-Chair of the Sign Committee or their designated alternate. Conforming signs which meet the following criteria shall be referred by Staff for Conforming Sign Review:
 - a. Signs where the size, shape, color, placement, and any lighting of the sign are consistent with adopted guidelines;
 - b. Signs located within El Pueblo Viejo Landmark District that comply with the requirements of Section 22.70.040.B and would be compatible with the required architectural style described in Section 22.22.104;
 - c. Minor wording, name, color and/or face changes which do not affect the character or location of a sign;
 - d. Signs for a commercial or industrial complex where a previously approved sign program is in effect and the proposed sign conforms to the program;
 - e. Thirty (30) day extension of temporary signage;
 - f. Conceptually approved signs, if all Committee conditions are met; and
 - g. Awning signs.Sign applications which do not meet these specific criteria may be referred by Staff or the Chair, Vice-Chair or their designated alternate for Conforming Sign Review, if deemed appropriate. In addition, the full Sign Committee may also direct some projects or portions of projects to Conforming Sign Review for approval.
2. Conforming Review. Conforming reviews are conducted by any one (1) member of the Sign Committee.
3. Consent Review. Consent reviews are conducted by any two (2) members of the City Committee.
4. Standard of Review and Findings. Conforming Review and Consent Review are conducted using the review criteria provided in Section 22.70.050.G and making the findings required in Section 22.70.050.H.

ATTACHMENT 4

SBMC Section 22.70.050.G

G. SIGN REVIEW CRITERIA.

1. In reviewing a sign permit application, staff and the Sign Committee shall apply the following criteria as the basis for action:
 - a. The sign shall be in proportion with and visually consistent with the architectural character of the building.
 - b. The sign shall not constitute needless repetition, redundancy or proliferation of signing.
 - c. The location of the proposed sign and the design of its visual elements (lettering, colors, decorative motif, spacing and proportion) shall result in a sign which is legible under normal viewing conditions existing at the sign's proposed location.
 - d. The sign shall not obscure from view or unduly detract from existing signing.
 - e. If the proposed sign will be adjacent to, in or near a residential area, it shall be harmonious and compatible with the residential character of the area.
 - f. The size, shape, color and placement of the sign and any lighting shall be compatible to and harmonious with the building which it identifies and with the area in which it will be located.
 - g. If the sign is to be located in El Pueblo Viejo Landmark District, the sign shall comply with the requirements of Section 22.70.040.E and shall be compatible with the required architectural style described in Section 22.22.104.
2. If a sign permit application satisfies the above criteria and complies with the other provisions of this Chapter, it shall be approved.

ATTACHMENT 5

SBMC Section 22.70.040.B

- B. EL PUEBLO VIEJO LANDMARK DISTRICT. Signs in El Pueblo Viejo Landmark District (EPV) shall contribute to the retention or restoration of the historical character of the area. In addition to the other standards and restrictions in this Chapter, signs in EPV shall comply with the following:
1. Colors shall be consistent with the Hispanic styles specified in Chapter 22.22.
 2. The typeface used on all signs in EPV shall be consistent with the Hispanic styles specified in Chapter 22.22, except that where the business logo or trademark uses a particular typeface, it may be used.
 3. Letter height shall be limited to a maximum height of ten (10) inches, except where it can be found that said letter size is inconsistent with building size, architecture, and setback from the public right-of-way.
 4. No internally illuminated signs, except back-lit signs, are allowed. Traditional materials and methods are to be used as defined in Section 22.22.104 and described in Subsection 5 below. Internally illuminated projecting cabinet signs are prohibited.
 5. The choice of materials is left to the discretion of the applicant, subject to the approval of the Sign Committee; however, the following materials and/or methods are acceptable and desirable:
 - a. Sign face, supports, and standards made of resawn or rough sawn wood and/or wrought iron with painted or stained backgrounds and lettering.
 - b. Sign face, supports, and standards made of smooth wood trimmed with moldings of historically based design and lettering.
 - c. Signs painted directly on the face of the building.
 - d. Projecting signs.
 - e. Use of wood cutouts, wrought iron, or other metal silhouettes further identifying the business.
 - f. Glass.
 - g. Lighting standards and style typical of the building's architecture and period.
 - h. Flush or inset mounted signs of tile or stone.
 6. The following materials and details are not acceptable:
 - a. Contemporary finish materials such as plastics, aluminum, and stainless steel.
 - b. Imitation wood or imitation marble.
 - c. Fluorescent paint.
 - d. Spot lights, neon tubing, and exposed electrical conduits on the exterior of any building or structure.
 - e. Neon tubing, light rope, or similar illuminated displays located within ten (10) feet of any window (except "open" signs as provided in Section 22.70.030.B.12 and "no vacancy" signs as provided in subparagraph 7 below).
 7. For hotels and motels in the El Pueblo Viejo Landmark District (EPV), a single neon "No Vacancy" sign shall be allowed if the following conditions are met:
 - a. Only one (1) double-faced neon "No Vacancy" sign per property or business.
 - b. Letter size to be three (3) inches maximum height.
 - c. Tube size to be twelve (12) mm. maximum diameter.
 - d. Neon color to be clear red.
 8. Landscaping:
 - a. Landscaping in EPV shall conform to the El Pueblo Viejo Guidelines' list of preferred plants.
 - b. Low shrubs or dense ground cover is required to conceal non-decorative lighting fixtures.
 - c. Irrigation plans shall be included where applicable.
- (Ord. 5549, 2011; Ord. 4917, 1995; Ord. 4860, 1994; Ord. 4484, 1987; Ord. 4259, 1984; Ord. 4101, 1981.)

ATTACHMENT 6

SBMC Section 22.22.104

22.22.104 Required Architectural Styles.

A. ALTERATIONS TO STRUCTURES WITHIN EL PUEBLO VIEJO.

1. **Generally.** Any structure hereafter constructed or altered as to its exterior appearance and located within El Pueblo Viejo Landmark District shall, as to its exterior architecture, be compatible with the Hispanic tradition as it has developed in the City of Santa Barbara from the later 18th century to the present, with emphasis on the early 19th century "California Adobe" and "Monterey Revival" styles, and the "Spanish Colonial Revival" style of the period from 1915 to 1930.

Examples of these styles are:

- a. Hill-Carrillo Adobe ("California Adobe").
 - b. De la Guerra Adobe ("California Adobe").
 - c. Covarrubias Adobe ("California Adobe").
 - d. Mihran Studios ("Monterey Revival").
 - e. Arlington Theatre ("Spanish Colonial Revival").
 - f. Santa Barbara County Courthouse ("Spanish Colonial Revival").
 - g. El Paseo ("Spanish Colonial Revival").
 - h. Lobero Theatre ("Spanish Colonial Revival").
2. **Alterations Within El Pueblo Viejo.** Notwithstanding subsection (A)(1) hereof, alterations to existing structures within the El Pueblo Viejo Landmark District may also be permitted by the Commission under the following circumstances:
 - a. The Commission determines that the owner of the existing structure is proposing alterations or additions to the structure that match the original architectural style and such alterations or additions do not significantly alter the structure; and
 - b. The Commission determines that the alteration or addition would be more compatible with the existing structure by matching and maintaining the existing architectural style which demonstrates outstanding attention to architectural design, detail, material, or craftsmanship.
- #### B. LANDMARKS AND STRUCTURES OF MERIT.
- A designated Landmark or Structure of Merit not conforming to any of the architectural styles required in Sections 22.22.100(A.) and 22.22.104(A.) of this Chapter may be altered on the exterior for the purpose of restoration of its original appearance, or to substantially aid its preservation or enhancement, in its particular architectural style, with the prior written approval of the Commission or City Council under Section 22.22.170.
- #### C. OUTDOOR LIGHTING.
- Any structure hereafter constructed or altered as to its exterior appearance and located within El Pueblo Viejo Landmark District shall comply with the applicable requirements of Chapter 22.75 as to its outdoor lighting, and with the City's Outdoor Lighting Design Guidelines. (Ord. 5333, 2004; Ord. 5035, 1997; Ord. 4848, 1994; Ord. 4729, 1991; Ord. 4175, 1982; Ord. 3900 §1, 1977.)